



SXY2 DISPLAY SUITE

33 Claremont Street,
South Yarra, Victoria, Australia

OVERVIEW: Display Suite

PROJECT VALUE: \$1M

ROLE: Project Manager, Builder

DESCRIPTION

A display suite is a tool used to showcase the quality a purchaser can expect from the finished product, it can be the difference in getting a sale over the line.

Baracon understand the importance of not only demonstrating the product in the best possible light but also portraying the story behind the design and the locale of the development.

The SXY2 display suite was designed to emphasize the sophisticated and playful side of South Yarra to ultimately appeal to a variety of target markets.

With a total budget of \$250,000, clever and resourceful methods of construction were called upon to achieve the quality of design required for the high level of product the market commanded.

The old fabric warehouse was maintained and used as the display suite shell, the existing ceiling was tidied up and made to look industrial chic, tying into the architecture of the development which used exposed concrete ceiling and walls.

With a focus on quality design and construction methods, SXY2 display suite helped in successfully selling out the development.